

CLAIMS:

We claim:

1        1. A method for broadcast advertising to a mobile communication device,  
2 comprising the steps of:  
3              storing acceptance data in the communication device;  
4              receiving by the communication device a broadcast advertisement containing  
5 advertisement data; and  
6              comparing the advertisement data to the acceptance data to obtain a comparison  
7 result.

1        2. The method of claim 1, wherein the broadcast advertisement is received by  
2 the communication device through a wireless communication channel.

1        3. The method of claim 2, wherein the broadcast advertisement is received by  
2 the communication device through one of: a radio transmission, a television transmission, a  
3 Bluetooth signal, and an infrared signal.

1        4. The method of claim 1, wherein the broadcast advertisement is received by  
2 the communication device from one of: a billboard and a storefront.

1        5. The method of claim 1, wherein the acceptance data comprises preferences for  
2 accepting broadcast advertisements specified by a user of the communication device.

1        6.     The method of claim 1, further comprising the step of modifying the  
2 acceptance data by integrating entries from a personal information manager.

1        7.     The method of claim 1, further comprising the step of displaying the broadcast  
2 advertisement on the communication device based on the comparison result.

1        8.     The method of claim 1, further comprising the step of storing the broadcast  
2 advertisement on the communication device based on the comparison result.

1        9.     The method of claim 8, further comprising the steps of:  
2              reading deletion data in a stored advertisement, wherein the deletion data indicates  
3 criteria for deleting the stored advertisement; and  
4              deleting the stored advertisement from the communication device based on the  
5 deletion data.

1        10.    The method of claim 1, further comprising the step of outputting a notification  
2 signal to a user of the communication device.

1        11.    The method of claim 1, further comprising the step of sending an indicator  
2 signal to a source of the broadcast advertisement, wherein the indicator signal notifies the  
3 source that the communication device is within a broadcast range of the broadcast  
4 advertisement.

1           12. The method of claim 1, further comprising the step of communicating through  
2       the communication device with a wireless positioning system.

1           13. The method of claim 12, wherein the wireless positioning system is GPS.

1           14. A method for broadcast advertising to a mobile communication device,  
2       comprising the steps of:  
3           receiving by the communication device one or more broadcast advertisements; and  
4           selecting at least one of the received advertisements based on preferences for  
5       selecting advertisements specified by a user of the communication device.

1           15. The method of claim 14, wherein the broadcast advertisements are received  
2       from a transmitter when the communication device is within a broadcast range of the  
3       transmitter.

1           16. The method of claim 14, wherein the broadcast advertisements are received  
2       from a local transmitter by the communication device through a wireless communication  
3       channel.

1           17. The method of claim 14, further comprising the step of modifying the  
2       preferences for selecting advertisements specified by the user of the communication device  
3       by integrating entries from a personal information manager.

1        18.     The method of claim 14, further comprising the step of displaying the selected  
2 broadcast advertisements to the user of the communication device.

1        19.     A mobile communication device, comprising:  
2              memory;  
3              logic for storing acceptance data on the memory;  
4              logic for receiving a broadcast advertisement containing advertisement data; and  
5              logic for comparing the advertisement data to the acceptance data to obtain a  
6 comparison result.

1        20.     The mobile communication device of claim 19, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through a wireless communication channel.

1        21.     The mobile communication device of claim 20, wherein the logic for  
2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement  
3 through one of: a radio transmission, a television transmission, a Bluetooth signal, and an  
4 infrared signal.

1        22.     The mobile communication device of claim 19, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a user of the  
3 communication device.

1        23. The mobile communication device of claim 19, further comprising logic for  
2 modifying the acceptance data by integrating entries from a personal information manager.

1        24. The mobile communication device of claim 19, further comprising:  
2              a display; and  
3              logic for displaying the broadcast advertisement on the display based on the  
4 comparison result.

1        25. The mobile communication device of claim 19, further comprising logic for  
2 storing the broadcast advertisement on the memory based on the comparison result.

1        26. The mobile communication device of claim 19, further comprising logic for  
2 communicating with a wireless positioning system.

1        27. The mobile communication device of claim 26, wherein the wireless  
2 positioning system is GPS.

1        28. A system for broadcast advertising to a mobile communication device,  
2 comprising:  
3              logic for receiving acceptance data from the communication device;  
4              logic for selecting one or more advertisements based on the received acceptance data;  
5              and  
6              logic for broadcasting the selected advertisements to the communication device.

1        29. The system of claim 28, further comprising logic for detecting whether the  
2 communication device is within a broadcast range, and further wherein the logic for  
3 broadcasting the selected advertisements is capable of broadcasting the selected  
4 advertisements to the communication device upon detecting that the communication device is  
5 within the broadcast range.

1        30. The system of claim 28, wherein the logic for broadcasting the selected  
2 advertisements is capable of broadcasting the selected advertisements to the communication  
3 device through a wireless communication channel.

1        31. The system of claim 28, wherein the acceptance data comprises preferences  
2 for accepting broadcast advertisements specified by a user of the communication device.

1        32. The system of claim 28, further comprising logic for communicating with a  
2 wireless communication channel.

1        33. A system for broadcast advertising, comprising:  
2              a mobile communication device capable of storing acceptance data thereon; and  
3              an advertisement broadcasting system capable of transmitting one or more broadcast  
4 advertisements to the mobile communication device;  
5              wherein the mobile communication device is capable of receiving the broadcast  
6 advertisements from the advertisement broadcasting system and selecting at least one of the  
7 broadcast advertisements based on the acceptance data.

1        34. The system of claim 33, wherein the advertisement broadcasting system is  
2 capable of detecting whether the mobile communication device is within a broadcast range,  
3 and further wherein the advertisement broadcasting system is capable of transmitting the  
4 broadcast advertisements to the mobile communication device upon detecting that the mobile  
5 communication device is within the broadcast range.

1        35. The system of claim 33, wherein the advertisement broadcasting system is  
2 capable of transmitting, and the mobile communication device is capable of receiving, the  
3 broadcast advertisements through a wireless communication channel.

1        36. The system of claim 33, wherein the acceptance data comprises preferences  
2 for accepting broadcast advertisements specified by a user of the mobile communication  
3 device.

1        37. The system of claim 33, wherein the mobile communication device and the  
2 advertisement broadcasting system are capable of communicating with a wireless positioning  
3 system.